

# **Work Group 3 Report**

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# Communication Strategy

**Objective:** Develop a communications strategy for promoting the value of Federal Hydropower to the public and key decision makers.

## Four Key Themes:

### Renewable / Clean Green Energy:

- **Audience:**
  - Local, State and Federal Governments
  - OMB
  - DoE
  - Environmental groups
  - Public
  - Voters
  - Customers (preference, rate payers)
  - Corps Sr. Management
- **Key Messages:**
  - Classify hydro as a “renewable” resource
  - Reduced Carbon Emissions
  - Power of the hydrologic cycle

### Stewardship / Federal vs. private:

- **Audience:**
  - Same Audience as “Renewable”
  - Tax payers
- **Key Messages:**
  - Domestic source of energy
  - Publically owned – public benefits
  - Proud history of electrifying America for 100 years
  - Resource worth keeping
  - Multi-purpose, many benefits (environmental, recreational, flood control)
  - Federal Hydropower is the enabler of a multipurpose philosophy

## **Reliability / Flexibility:**

- **Audience:**
  - Same Audience (esp. Congress & Voters)
- **Key Messages:**
  - Infrastructure is aging and failing
  - Need to invest, re-capitalize
  - Supports a stable, reliable power grid
  - Potential to modernize, implement new technology, increase capacity/efficiency/environment
  - No dependency on fuel costs & supplies (foreign & domestic)
  - Supports alternative sources such as wind, and solar

## **Low Cost / Pays for itself:**

- **Audience:**
  - Same Audience as
- **Key Messages:**
  - Yardstick of competition
    - Cost – based, not market – based
  - No disposal costs for hazardous waste
  - Hydro pays for itself and subsidizes other uses
  - Social costs have already been paid, additional benefits at minimal / no impact

## **Key Modes of Communication**

- Congressional staff tours of projects and OMB
- Congressional briefings by HQUSACE (without lobbying)
- Fact sheets prepared by customer groups
- Federal hydropower brochure – updated to reflect hydro issues
- Issues brief by stakeholders (esp. PMA)
- Engage media and critics (tours)
- Build relationships (good times and bad times)

Letters of appreciation A communications strategy for promoting the value of Federal Hydropower to the public and key decision makers.

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